TO: R.C FARMER
FROM: TODD
RE: SALES MERCHANDISE

R.J REYNOLDS SIDES WITH THE INDIANS IN THE BUFFALO DIVISION SENDING THE COWBOY HOME ON A LONELY TRAIL

DURING THE MONTH OF DECEMBER RSR'S BARRY DAVIDSON, JEFF JEMEK, HOWARD LEVENSTEIN MARK MORRIS AND BILL PRIOR INVADED THE INDIAN RESERVATIONS CONTACTING 30 LOCATIONS TO PRESENT A CHRISTMAS SPECIAL ON DORAL, VALUE BUY AND WINSTON SELECT. THE ONLY AMMUNITION NEEDED BY THESE REPS WAS TO LET THE ACCOUNTS KNOW ALL DORALS PURCHASED WOULD BE BOUGHT DOWN TO COMPETITIVE PROMOTED PRICES AND A .25¢ PRE-BOOKING ALLOWANCE ON ALL VALUE BUY'S PURCHASED DE LOAD OF THE BRAND REMAINED THE LOWEST ON LOCATION.

ALL THEIR EFFORTS AMOUNTED TO A TOTAL OF 316 CASES OF DORAL, 284 CASES OF VALUE BUY AND 127 CASES OF WINSTON SELECT BEING PRE-BOOKED INTO THESE ACCOUNTS IN A 1 MONTH PERIOD.

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Source: https://www.industrydocuments.ucsf.edu/docs/mgfn0000